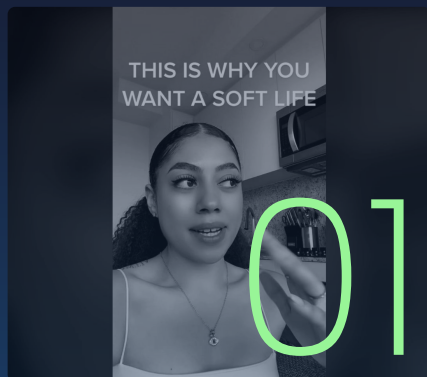


# EXPERIENCE INTELLIGENCE

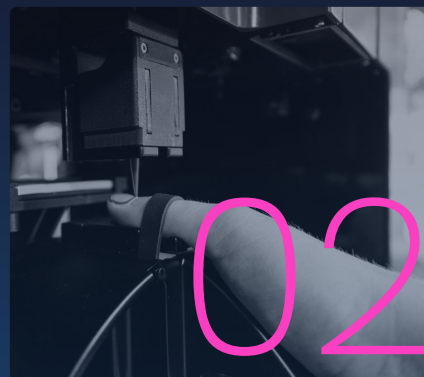
BY GPJ

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Traditional paradigms across art, work and culture continue to bend and shift in the face of evolved human expectations—and the increasing presence of technology.



People are no longer embracing the 'hustle'



Automation is popping up everywhere



Book clubs take on a whole new identity



AI-powered artwork is calling creativity into question



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# People are no longer **embracing the 'hustle'**

## **People are taking big steps to exert greater control over their relationship with work.**

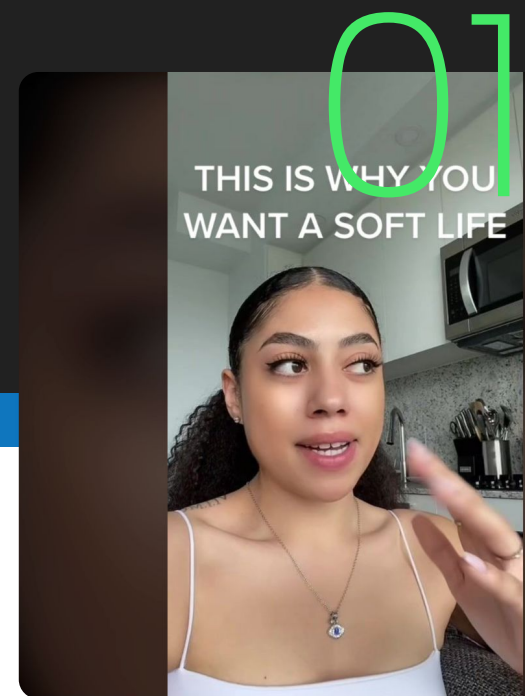
As the impact of the pandemic continues to alter how people perceive and approach work, a [predominant trend](#) from the onset of COVID continues to evolve—employees everywhere are striving to exert greater control over their work lives and dictate [their own terms](#). From [quiet quitting](#) taking over TikTok to millennials embracing a ['soft' lifestyle](#), some are [proclaiming](#) that the hustle culture of decades past is officially [dead](#)—which may be a [blessing in disguise](#) for many.

### **What it Means**

While employees seeking to make work more meaningful and achieve greater balance isn't new, many feel more empowered than ever to take actions towards fulfilling that desire. This changing relationship with work is actually indicative of a much broader trend—there's a [growing desire](#) amongst people to have **more control, agency and influence over their own experiences**.

### **Key Takeaway**

It's clear that people are increasingly embracing experiences that are personally relevant and more conducive to their specific lifestyles. Experience marketers must be aware of this broad shift in desire and expectation, and should consider offering attendees more opportunities to orchestrate their individual experiences based on personal preferences.





# Automation is popping up everywhere

**From painting nails to sailing ships, automation is becoming more omnipresent throughout society.**

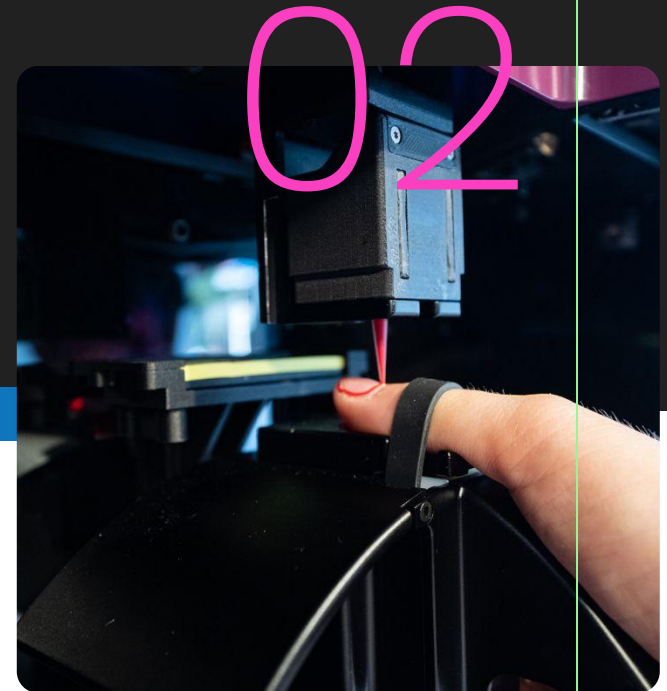
For years, automation has been transforming industries on the back-end by streamlining IT and business processes. But lately, it's been showing up much more frequently IRL for us all to marvel at. Automation continues to transform the [retail experience](#), but did you know that it may also be modernising your local [restaurant](#) or [nail salon](#)? And that's not all. From [ships](#) to [delivery trucks](#) and even [tractors](#), brands across industries continue to explore automated solutions that may permanently change the way our world operates.

## What it Means

While the business value of automation is obvious, it may be starting to appeal more and more to both [consumers](#) and [workers](#). If anything, the promise of automation can certainly **enable and support a growing desire for more streamlined and [user-driven](#) experiences**—a notion that should especially intrigue and inspire experience marketers, planners and designers.

## Key Takeaway

Automation has opened a window into a mysterious and alluring future. For experience designers, leveraging this technology could open up a whole world of possibilities. Could we make mundane tasks like waiting in line effortless, or maybe even eliminate bottlenecks altogether? What would you automate if you could?





# Book clubs take on a **whole new identity**

**As digital consumption increases, books continue to help build meaningful connections.**

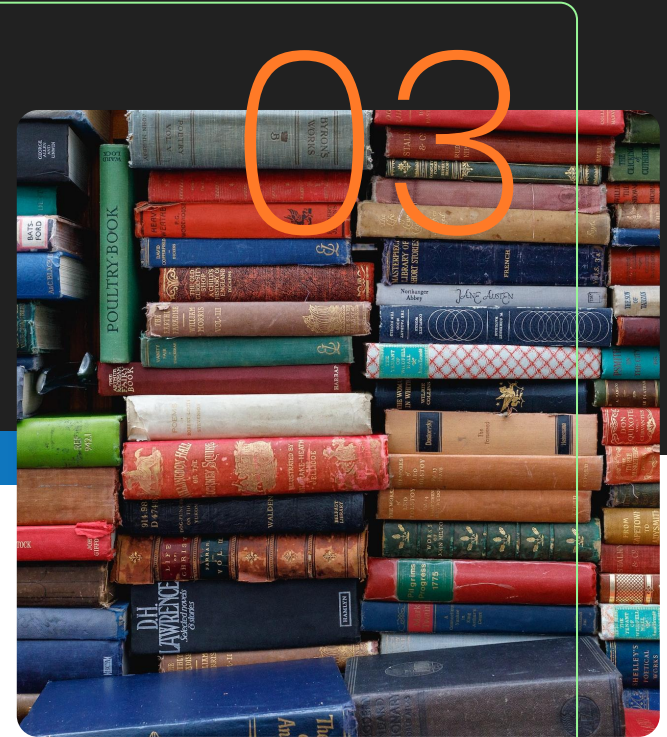
Last month we highlighted a growing interest in [analog experiences](#). This month we're continuing the discussion, but with a twist—old school book clubs are on the rise again, *but* they're using tech to build and amplify these analog-loving communities in unique ways. [#BookTok](#), a TikTok subcommunity, has emerged as a space for book lovers offering recommendations and reviews. [Klerb](#)—the Tinder for book lovers—gives like-minded readers an opportunity to meet IRL based on book interests. Even bookstores are [shifting shelves](#) to drive traffic, further demonstrating the symbiosis between digital and physical spaces.

## **What it Means**

As distinct communities like these continue to gain traction on digital platforms, we can expect more [brands](#) to [capitalise](#) on the interest. While they present obvious marketing opportunities for brands, these burgeoning communities also highlight **just how quickly** and emphatically these types of **groups and movements can form, evolve and explode**.

## **Key Takeaway**

This is just one example of vibrant communities emerging from digital channels—and in turn, influencing physical spaces and places. Marketers should continue to stay hip to these emerging subcommunities, and consider how events and experiences can engage them in genuine ways.







# AI-powered artwork is calling creativity into question

**AI art is gaining traction, but there's still apprehension around bias, legal rights and originality.**

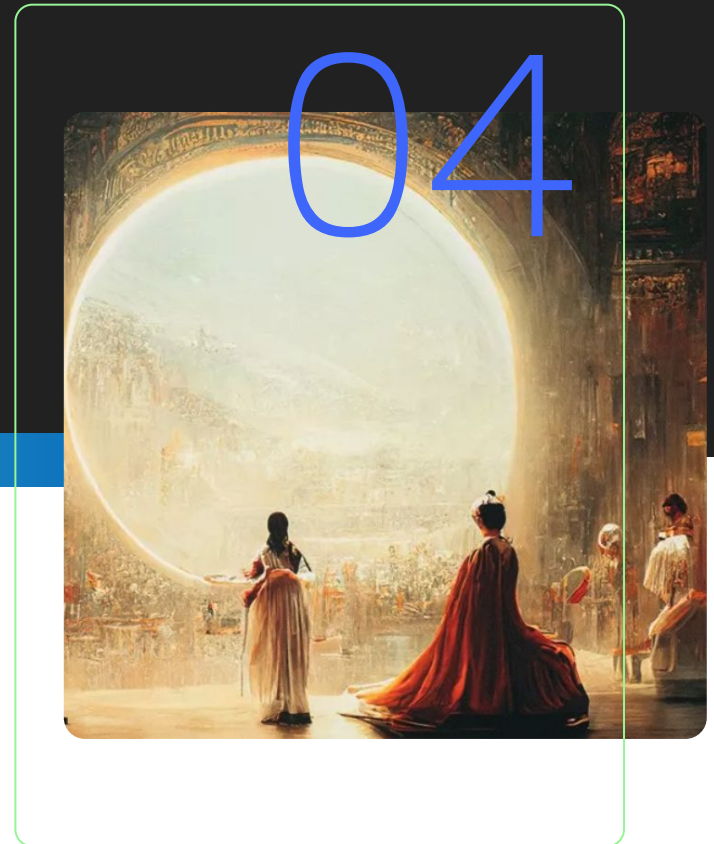
Creating digital art just got easier with AI image generators like [DALL-E 2](#), [Midjourney](#) and [Stable Diffusion](#). Within seconds, these incredible tools produce dynamic pictures using text prompts. But recently, an [AI-generated image won a fine arts competition](#), sparking a broader discussion about AI [validity](#), ethics, uniqueness, and [ownership](#). To further complicate the topic, AI-generated imagery has been proven to succumb to human tendencies like [discrimination and stereotypes](#) when powered by large data and human error.

## What it Means

Though the potential effect of AI-generated art on the production of entertainment, video games, music and more could be huge, the rules and ethics of it are still very unclear. Right now, AI art is like the wild west, and it **needs more clarity around security, ownership, and potential harm**. But, there's no denying that it's here—and [hugely popular](#).

## Key Takeaway

With content at the heart of experiences of all types, be mindful of the "art" that you're incorporating into your work. And most importantly, be wary of reinforced stereotypes that may unintentionally emerge. Stay cautiously curious as the inevitable debates around AI-generated art continue to unfold.





# OUT-THERE EXPERIENCES

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

## Walmart enters the metaverse

Walmart's "Walmart World" and "Universe of Play" are the latest experiences popping up in the ever-expanding metaverse, in an approach that targets younger shoppers.

## SBS launches Mind Your Health program targeting First Nations and multicultural communities

SBS has launched Mind Your Health, a wellbeing program designed to showcase diverse perspectives on mental, physical and community health to First Nations peoples and the multicultural communities of Australia.

## McDonalds collabs with apparel brand for 'adult' Happy Meals

McDonalds has partnered with Cactus Plant Flea Market to release adult versions of their Happy Meals for a limited time only. Unsurprisingly, the nostalgia play is working—[a bit too well](#).

## Sex and sleep at the Selfridges Corner Shop

Selfridges is rethinking how to make customers feel good through a curation of sex and sleep-enhancing products and services.